

**IMPACT OF MARKETING COMPETENCIES OF
ENTREPRENEURS ON THE BUSINESS PERFORMANCE OF
SMALL SCALE ENTERPRISES IN FRUIT INDUSTRY IN
GAMPAHA**



By

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ABSTRACT

Fruit enterprises are considered backbone of economic growth in all countries and fruit enterprises make up a large part of Sri Lanka's economy. Most fruit enterprises' have not appointed marketing competencies to their enterprises. Usually, the owner-managers with the employees control marketing factors of the company. However, most owner-managers have no formal training in marketing skills, especially marketing management skills. So, currently, marketing management is one of the challenges of fruit industry. Combination of both insufficient knowledge of marketing competencies and uncertainty of the business environment often leads small scale enterprises to serious problems regarding their growth.

In this context, the research is carried to find the extent of impact of marketing competencies of entrepreneurs on the business performance of small scale enterprises in fruit industry in Gampaha district. The study was carried out with four dimensions as image, service, knowledge and funds and site aesthetics to measure the marketing competencies of entrepreneurs and three dimensions to measure the business performance as customer satisfaction, profitability and return on investment. Data were collected using questionnaire within the 200 sample.

Based on the findings of the study, it multiple and simple regression analysis, marketing competencies were found to have a positive impact on business performance in fruit industry in Gampaha district. In "funds" dimension is insignificant (sig. value is more than 0.05) so funds is rejected from regression model. According to correlation analyze marketing competencies dimensions in fruit industry has a positive relationship with business performance.

Keywords: Marketing Competencies, Business Performance, Image, Service, Knowledge, Funds

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